



**TO: MAYOR COLEEN SENG  
LINCOLN CITY COUNCIL  
MARC WULLSCHLEGER**

**FROM: Michelle Waite, DLA Chair  
Polly McMullen, DLA President**

**SUBJECT: 2004-05 PROPOSED BID BUDGETS  
AND PROGRAM OF WORK**

We are pleased to submit for your review and public hearing, scheduled for August 2 at 1:30 p.m., the proposed Management and Maintenance BID budgets and Program of Work for 2004-05. These budgets were approved by unanimous vote of our Board of Directors on June 22, 2004.

DLA thanks the city for your support of downtown Lincoln this past year and we look forward to working with you for another successful year downtown.

Downtown



Lincoln

ASSOCIATION

**2004-05 Proposed  
Maintenance and Management  
BID Budgets  
&  
Program of Work**

**Downtown Lincoln Association  
July 2004**

**Downtown Lincoln Association  
Maintenance BID Budget  
Sept. 1, 2004 - August 31, 2005**

<b>Category</b>	<b>2003-04 Budget</b>	<b>2004-05 Budget</b>
<b>INCOME</b>		
Property Owner Assessment*	185,104	189,732
City of Lincoln Maintenance Contribution	185,104	197,532
City of Lincoln Gen. Fund/Tree Replacement	75,000	75,000
City of Lincoln/Holiday Lighting	0	0
GSA Contract	0	7,296
StarTran Bus Stop Service Agreement	2,205	2,315
Parking Garage Landscape Service Agreement	13,230	13,892
LHDC Farmers' Market Service Agreement	6,900	5,645
Interest Income	300	300
<b>TOTAL INCOME</b>	<b>\$ 467,843</b>	<b>\$491,712</b>
<b>EXPENSES</b>		
Personnel Salaries/Benefits	313,061	327,055
Uniforms	2,379	500
Federal/PO/LHA Share Special Assessments	9,772	10,016
Holiday Installation, Repair & Maintenance	14,781	22,000
Insurance	9,532	4,500
Administrative Costs to DLA	20,000	20,000
Downtown Master Plan	0	3,000
Professional Fees	500	500
Professional Development	600	600
Landfill/Refuse	1,900	2,200
Rent	21,996	21,996
Utilities	6,200	7,450
Repairs/Supplies	10,000	14,773
Replacement Plantings**	57,122	57,122
<b>Total Maintenance BID Expense</b>	<b>\$ 467,843</b>	<b>\$491,712</b>

\*60,879.503812 front ft. @ 3.04050168/front ft. => \$185,104

\*60,879.503812 front ft. @ 3.11651422/front ft. => \$189,732

\*\*remaining \$17,878 applied to personnel costs

**NOTE:**

Federal/PO/LHA properties equal 3,213.97 front feet x \$3.04 = 9,772.08

Federal/PO/LHA properties equal 3,213.97 front feet x \$3.12 = 10,016.38

## **BUDGET ASSUMPTIONS FOR 2004-05 MAINTENANCE BID**

1. A 2.5% increase in property owner and city matching assessment rates, generating \$9,256 in additional income.\*
2. New federal revenue of \$7,296 from BID services contract with the General Services Administration (GSA) for maintenance of Denny Federal Building and federal garage blocks.
3. 5% increase in StarTran and Parking Garage Landscape service contracts, generating \$772 in additional revenue.
4. \$3,000 allocated to Downtown Master Plan per November 25, 2003 vote of BID Association Board of Directors.
5. \$7,219 increase in Holiday Lighting to be used for transitioning to a new look for O Street. More of the trees will be lit and there will be more lights on each tree by changing from colored lights to mini white lights.
6. \$17,878 from \$75,000 Replacement Plantings line item directed to staff salaries.
7. Increased expenses include:
  - \$244 in Federal/PO/LHA Special Assessments.
  - \$300 in Landfill/Refuse budget.
  - \$1,250 in Utilities budget.
  - \$4,773 in Repairs/Supplies budget.
  - 4.5% in personnel and benefits.  
(projected 14% increase in health insurance in March 2005, changed from 9 FT and 2 PT employees to 8 FT, 3 PT and 3 seasonal workers, same level of services from Community Alternatives of Nebraska, 3.75% raises).

\*1997 Maintenance BID ordinance allows up to 5% annual increases in assessment rate.

**BUDGET ASSUMPTIONS FOR  
2004-05 MANAGEMENT BID**

1. 1.7% increase in budgeted income from property owner assessments, generating an additional \$7,495 in income.\*
2. Minimal increase over last year's budget for insurance (Property and Casualty, Umbrella, Directors & Officers, and Employment Practices Liability).
3. \$21,000 in funding for Downtown Master Plan per DLA BID Association Board vote on November 25, 2003.
4. \$5,000 increase in Holiday Lighting to help cover cost of new building lights for Lincoln Grand Theatre (O Street only) and Old Federal Building as well as a new building display for US Bank headquarters property at 13<sup>th</sup> and M.
5. \$4,000 increase in Professional Development for Board leadership to attend the 50<sup>th</sup> Anniversary International Downtown Association conference.
6. Personnel Salaries/Benefits reflect 14% projected increase in health insurance rates in March 2005.

\*1999 Management BID ordinances allow annual increases up to 3% or Consumer Price Index (whichever is less); March 2004 Consumer Price Index was 1.7%.

**DOWNTOWN LINCOLN ASSOCIATION  
MANAGEMENT BID BUDGET  
Sept. 1, 2004 - August 31, 2005**

CATEGORY	2003-04 Budget	2004-05 Budget
<b>INCOME</b>		
Property Owner Assessment-Downtown BID	266,407	270,936
Property Owner Assessment-Core Overlay BID	174,488	177,454
Transfer from Maintenance	20,000	20,000
Parking Marketing Contract	35,000	35,000
Nonprofit Contributions	48,000	48,000
Interest Income	250	250
<b>TOTAL INCOME</b>	<b>\$ 544,145</b>	<b>\$ 551,640</b>
<b>EXPENSES</b>		
CATEGORY	2003-04 Budget	2004-05 Budget
<b>DOWNTOWN BID ACTIVITIES &amp; IMPROVEMENTS</b>		
<b>PARKING &amp; TRANSPORTATION INITIATIVES</b>		
<b>Personnel</b>		
President (25%)	26,119	27,421
Communications Manager & Intern (25%)	13,101	15,028
Research Director (40%)	16,226	18,221
<b>Total Personnel</b>	<b>\$55,446</b>	<b>\$ 60,670</b>
<b>Activities/Products</b>		
Marketing, Promotion, and Special Parking Projects	13,121	7,490
Parking Marketing Campaign	29,750	29,750
Downtown Master Plan	0	1,000
<b>Total Activities/Products</b>	<b>\$42,871</b>	<b>\$ 38,240</b>
<b>TOTAL PARKING &amp; TRANSPORTATION INITIATIVES</b>	<b>\$98,317</b>	<b>\$ 98,910</b>
<b>ECONOMIC DEVELOPMENT</b>		
<b>Personnel</b>		
President (20%)	20,895	21,937
Communications Manager & Intern (30%)	20,963	18,034
Research Director (50%)	19,832	22,776
<b>Total Personnel</b>	<b>\$61,690</b>	<b>\$ 62,747</b>
<b>Activities/Products</b>		
Investor/Consumer Marketing	21,817	20,878
Business Recruitment and Retention	2,000	0
Benchmarking Program	1,100	1,500
Downtown Retail Council	2,000	2,000
Adaptive Reuse Projects	500	0
Downtown Master Plan	0	2,500
<b>Total Activities/Products</b>	<b>\$27,417</b>	<b>26,878</b>
<b>TOTAL ECONOMIC DEVELOPMENT</b>	<b>\$89,107</b>	<b>\$ 89,625</b>

24.61%

22.30%

CATEGORY	2003-04 Budget	2004-05 Budget
<b>COMMUNICATIONS &amp; ADVOCACY</b>		
<b>Personnel</b>		
President (20%)	20,895	21,937
Communications Manager & Intern (35%)	18,341	21,039
Administrative Assistant (50%)	13,265	13,170
<b>Total Personnel</b>	<b>\$52,501</b>	<b>\$ 56,146</b>
<b>Activities/Products</b>		
BID Newsletter	12,000	12,000
Business Directory and Map	10,000	10,000
Annual Meeting/Annual Report	5,000	5,000
"Do It Downtown" Campaign	9,391	5,278
Downtown Master Plan	0	1,000
<b>Total Activities/Products</b>	<b>\$36,391</b>	<b>\$ 33,278</b>
<b>TOTAL COMMUNICATIONS &amp; ADVOCACY</b>	<b>\$88,892</b>	<b>\$ 89,424</b>

22.25%

<b>TOTAL DOWNTOWN BID ACTIVITIES &amp; IMPROVEMENTS</b>	<b>\$276,316</b>	<b>\$277,959</b>
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<b>CORE - ACTIVITIES &amp; IMPROVEMENTS</b>		
<b>CORE AREA IMPROVEMENTS &amp; PROMOTIONS</b>		
<b>Personnel</b>		
President (25%)	26,119	27,421
Communications Manager & Intern (10%)	0	6,011
Research Director (10%)	0	4,555
Administrative Assistant (25%)	6,632	6,585
<b>Total Personnel</b>	<b>\$32,751</b>	<b>\$ 44,572</b>
<b>Activities/Products - Year 1</b>		
Facilitate Adaptive Reuse Projects	1,000	0
Visitor Attractions/Promotions/Multi-Purpose Facility Study	23,000	10,000
Replace Holiday Display & Lights	15,000	20,000
Replace Street Furniture	15,000	12,000
Events Management Corp.	15,000	15,000
Downtown Technology Fair	2,000	0
Downtown Master Plan	0	15,000
"Do It Downtown" Campaign	12,458	0
Public Spaces Entertainment/Events	7,000	7,376
<b>Total Activities/Products</b>	<b>\$90,458</b>	<b>\$ 79,376</b>
<b>TOTAL CORE AREA IMPROVEMENTS &amp; PROMOTIONS</b>	<b>\$123,209</b>	<b>\$ 123,948</b>

30.84%

<b>TOTAL BUDGET BEFORE MGMT &amp; SUPPORT</b>	<b>\$ 399,525</b>	<b>\$ 401,907</b>
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CATEGORY	2003-04 Budget	2004-05 Budget
<b>MANAGEMENT &amp; SUPPORT</b>		
<b>Personnel:</b>		
President (10%)	10,448	10,968
Director of Finance (100%) (64% of position paid by BID)	34,493	36,679
Administrative Asst. (25%) (85% of position paid by BID)	6,632	6,585
PT Office Asst. (100%)	0	0
<b>Total Personnel</b>	<b>\$ 51,573</b>	<b>\$ 54,232</b>
<b>Fixed Costs:</b>		
BID Interest/Admin. Costs	14,500	10,500
Rent	18,891	18,891
Corporate Insurance	7,071	7,100
Corporate Taxes/Licenses	1,370	1,370
<b>Total Fixed Costs</b>	<b>\$ 41,832</b>	<b>\$ 37,861</b>
<b>Administration:</b>		
Telephone & Utilities	6,660	6,680
Office Supplies	6,500	6,500
Postage	3,100	3,100
Copies	5,800	5,800
Dues/Subscriptions	1,600	2,160
Professional Development	7,000	11,000
Meeting Expense	2,400	2,700
Repairs & Maintenance	1,500	2,000
Furniture, Fixtures, & Equipment Lease	6,455	5,500
Furniture, Fixtures, & Equipment Purchase	2,700	2,700
Downtown Master Plan	0	1,500
Professional, Accounting, & Legal	7,500	8,000
<b>Total Administration</b>	<b>\$ 51,215</b>	<b>\$ 57,640</b>
<b>TOTAL MANAGEMENT &amp; SUPPORT</b>	<b>\$ 144,620</b>	<b>\$ 149,733</b>
<b>TOTAL BID BUDGET:</b>		
<b>DOWNTOWN, CORE AND MANAGEMENT</b>	<b>\$ 544,145</b>	<b>\$ 551,640</b>



**DOWNTOWN LINCOLN ASSOCIATION ANNUAL PROGRAM OF WORK  
SEPTEMBER 2004 – AUGUST 2005**

**DOWNTOWN BID PROGRAM PRIORITIES WITH BUDGET REQUIREMENTS**

**PARKING AND TRANSPORTATION INITIATIVES**

1. Partner with city to undertake a comprehensive study of parking system with a goal of ensuring a cost-effective, customer-oriented and coordinated approach to downtown parking.
2. Increase awareness of downtown parking programs and options for part-time workers.
3. Provide a parking information database through DLA web page.
4. Conduct issue research and education on parking and transportation needs, trends and options.
5. Continue parking signage program to enhance visibility of city parking facilities and private garages and lots which provide public parking.
6. Support Downtown Master Plan process.

Total Parking Budget (includes staffing) \$98,910

**ECONOMIC DEVELOPMENT**

1. Continue investor marketing to developers, real estate brokers, prospective tenants and building owners.
2. Continue general consumer advertising to support and promote downtown.
3. Continue a "benchmarking" system to track progress in downtown development and BID Business Plan.
4. Provide technical assistance, coordinated marketing and other support to owner-operated small businesses.
5. Continue efforts to facilitate reuse of downtown building stock.
6. Support Downtown Master Plan process.

Total Economic Development (includes staffing) \$89,625

**COMMUNICATIONS AND ADVOCACY**

1. Publish "Downtown Beat" newsletter on bi-monthly basis.
2. Update Downtown Business Directory and map annually.
3. Publish and disseminate Annual Report and Downtown Growth Report in conjunction with annual meeting.
4. Support Downtown Master Plan process.
5. Continue implementation of "do it downtown" campaign.

Total Communications/Advocacy (includes staffing) \$89,424

**TOTAL DOWNTOWN BID** **\$277,959**

**CORE OVERLAY BID PROGRAM PRIORITIES/BUDGET REQUIREMENTS**

1. Support efforts to bring additional visitors, meetings and conferences to downtown hotels and businesses.
2. Replace worn holiday lights and provide funding for installation of holiday displays.
3. Replace outdated benches and trash receptacles in conjunction with redevelopment and streetscape projects.
4. Provide support to downtown Events Management Corporation.
5. Continue to organize and provide funding for downtown public space entertainment events, including Downtown Performance Series, Holiday Lighting Event and Midweek Farmers' Market.
6. Support Downtown Master Plan process.

Total Core Overlay Budget (includes staffing) \$123,948

**TOTAL PROGRAMS BEFORE MANAGEMENT AND SUPPORT** **\$401,907**

## **2004-2005 PRIORITIES WITHOUT SEPARATE BUDGET REQUIREMENTS**

1. Encourage city to finalize decisions on next downtown parking garage in order to address critical need for monthly parking in the downtown core.
2. Facilitate improved utilization of existing parking supply, especially privately owned lots and structures.
3. Assist in encouraging redevelopment of theaters which will close with the opening of the Lincoln Grand in a manner that supports downtown's increasing role as the entertainment center of our city.
4. Continue outreach, communication and accountability to downtown business and property owners through periodic meetings, distribution of "benchmarking" data and questionnaires soliciting feedback on services, issues and concerns.
5. Support efforts to address barriers to development in downtown and in older commercial areas of the city, including Antelope Valley.
6. Continue implementation of 1998 Downtown Tree Replacement Master Plan.
7. Continue to support the Antelope Valley project with special focus on east downtown development opportunities.
8. Continue to emphasize positive working relationships with all community organizations, including the Downtown Neighborhood Association, Realtors Association of Lincoln, city, county and state governments, the Lincoln Haymarket Development Corporation, University of Nebraska-Lincoln, Lincoln Independent Business Association, Lincoln Chamber of Commerce, Lincoln Partnership for Economic Development, Neighborhoods, Inc., University of Nebraska Technology Development Center and local media.
9. Continue active involvement in city-wide initiatives which significantly impact downtown Lincoln, especially the Angelou Economic Development Plan, the Infrastructure Financing Proposals and UNL "NU Directions" project to reduce binge drinking among students.